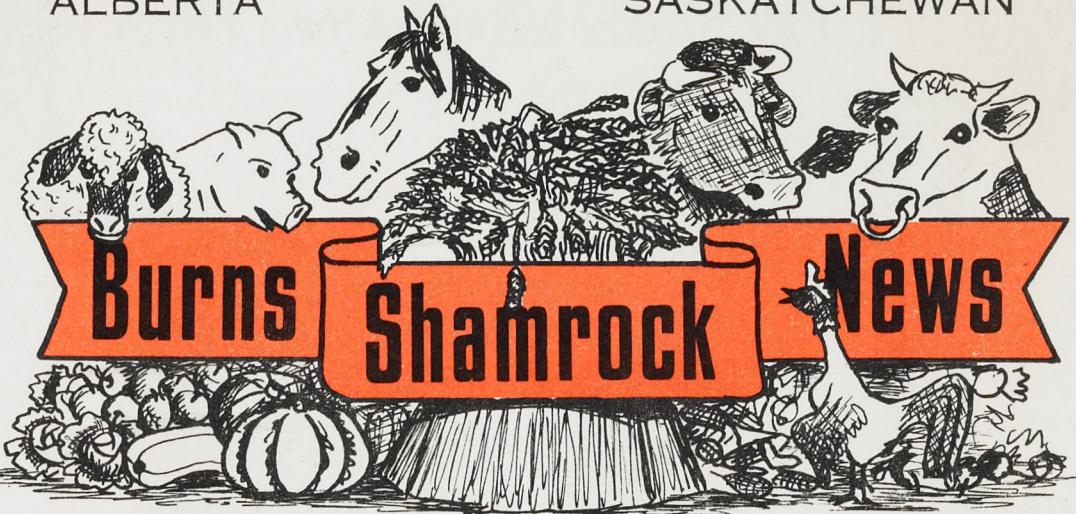


GOLDEN JUBILEE ISSUE

ALBERTA

SASKATCHEWAN

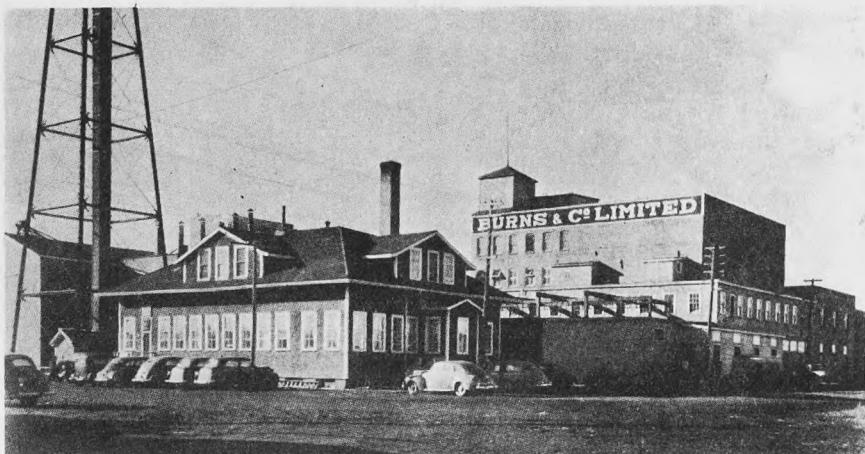


HARVEST IN  
QU'APPELLE VALLEY

THANKSGIVING  
OCTOBER - 1955

50 GOLDEN YEARS

# Fire Strikes Prince Albert



Since 1918 the office and plant shown above served many BURNS customers in northern Saskatchewan and the big lumbering and mining areas centering on Flin Flon.

On September 16, 1955 fire struck suddenly at 6:30 a.m. It is believed to have started in the building behind the water tower to the left of the above photo.

The flames quickly spread to the office building which was gutted. The area between the office building and the tall brick building (to the right) was being rebuilt. Concrete pillars and floors were being erected but the flames ate up the wooden forms supporting the floors and spread to the main plant.

A brisk thirty-mile an hour wind fanned the flames into an inferno as shown in the photo below.

Despite the rapidly spreading flames some office records were saved. The brick building with the Burns & Co. Limited sign on it was a total loss. The small building to the right of it was saved. Salvage work was commenced immediately in an effort to get some departments back into operation with the least possible delay and get some employees back to work. Efforts are being made to assist others to find temporary employment while the office and plant are being rebuilt.



# Winnipeg Editorial Staff

EDITOR: Kel Parkhurst

CONTRIBUTORS: Ed Lawton — Harry Harrison — Alf Stiles — Ernie Podjan  
Walter Shastkowski — Phil Schick — Frank Kennedy — Tom McCullough

VOL. 15

OCTOBER, 1955

No. 3

Published by and in the interest of the Employees of Burns & Co. Limited, Winnipeg, Man.



The welcome mat will be put out by the Plant Safety Committee in October for a "No Accident" month. From left to right, the Safety Committee is: Leo Benkendorf; Lillian Hawes, and Ed Lawton. Standing are Mike Swindinsky; Joe Schaldemose; Norman Apshkrum, and John Tymchak.

## Wholehearted Support Needed To Meet Plant's "No Accident" Goal

Beginning October 1st and continuing through to October 31st, the Winnipeg employees will launch an intensive drive in the plant for 100% participation in the annual elimination of accidents campaign.

"It is my hope that all plant employees will make a special effort to work safely and will wholeheartedly support the worthwhile work of the Safety Committee under the chairmanship of Ed Lawton," urges A. A. "Pete" Irvin, plant superintendent.

The October "No Accident Month" campaign, established in 1953, was designed to focus attention on the prevention of injuries while at work. The goal of an accident-free month was realized by the Winnipeg plant in both 1953 and 1954. With an increased number of experienced Burns-ites at the plant, the goal should again be realized this year, Mr. Irvin said.

"Everyone of us should have the idea

of working 100% safely during October firmly fixed in our minds," he added. He pointed out that one employee in five at Winnipeg has an accident that is serious enough to require treatment by a doctor. He also cited the fact that accidents can cause both the Company and employees severe losses. The Company loses when an employee has to leave the job as a replacement has to be made and, in many cases, this involves training and all that goes with it. In some cases, injured employees have to be rehabilitated and this is a costly proposition. Employees lose in the pay cheque and then, too, there is all the pain, suffering, worrying and, perhaps, permanent disability.

Posters will again be displayed and efforts are being made to secure safety films for showing at noon hours. Departmental meetings are being planned according to the needs of the department.

Continued on page 9.

## Retirements

These five men have devoted many years of faithful service to Burns. They have now retired and Burcana joins their many friends in wishing them many years of health and happiness.

Earl Patton, livestock manager, retired in July after twenty-six years of service and when he did, he left Winnipeg to take up residence in Edmonton.

Mr. Patton is noted for his knowledge of the livestock industry and built up quite a reputation as judge for livestock fairs.

Prior to his retirement, his many friends at Burns honored him at the Paddock and a presentation was made to him by Norman Norrie. Mr. Patton was also tendered a testimonial dinner at the Fort Garry Hotel by his St. Boniface Stockyard associates.

\* \* \* \*

Gustav Wolski, casing department, retired on August 1st.

When Gus was contacted a short while after his retirement, he had not decided what his plans would be but said he would be remaining in Winnipeg.

"After all," he said, "I now have plenty of time to enjoy myself. I don't have to set the alarm clock anymore."

\* \* \* \*

John Karwacki, who has been a member of the Casing department staff since 1944, left July 31st with eager plans to spend more time with his grandchildren.

John, who is well known, particularly to the night gang, thought it would be



PATTON

NORRIE

nice to take a rest—"But," he said, "my wife will likely find enough work around the house to keep me busy. My future agenda includes a T.V. set."

\* \* \* \*

On October 1st, Joe Billman, Cellars department, who has spent thirty-one years in the packinghouse industry in Canada retired. Twenty years of that was spent with Burns at Winnipeg.

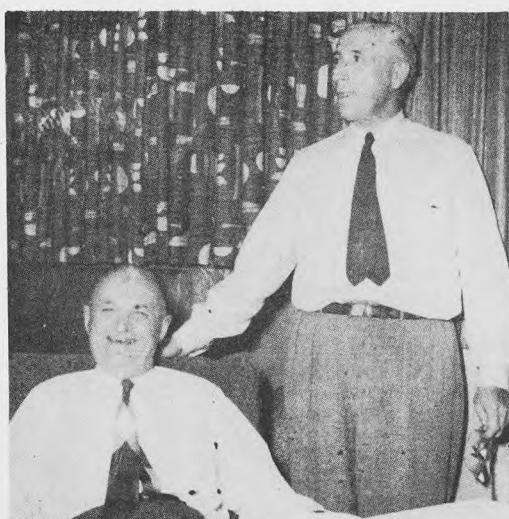
Mr. Billman's many friends at Burns made a presentation to him before he left.

Outside of gardening, Mr. Billman has no plans for the future, with the exception that he's going to take life as it comes.

\* \* \* \*

John Lipski, By-products department, also retired on October 1st.

John plans to take a trip next spring to the U.S.A. to see his two married daughters. He also plans now to devote a good deal of attention to his garden and is going to take life easy.



BOWIE

IRVIN

A summer visitor wandered aimlessly through the strange countryside until he realized that he was lost. He was overjoyed when he finally met a native. "Say, pal," exclaimed the visitor, "am I glad to see you. I'm lost."

"Is there any reward for you?" inquired the native.

"No, why?" asked the visitor, a bit puzzled.

"Well," replied the native, "then you're still lost."

\* \* \* \*

The one who looks as though he cannot smile is the one most in need of the smile you can give him.

—Harry R. Craig. (Guideposts)

## BECK—ONCE MORE A SCHOLAR

H. T. (Bud) Beck, casts an appreciative eye on a refund cheque as the Company reimburses him for one-half of his tuition fees for last winter.

Bud is taking advantage of the Burns-sponsored Education Program and is endeavouring to further his knowledge in a specialized field. He is taking the two year Canadian Credit Institute Course at night school. "It's a tough course and involves a lot of study," said Bud, "but so far it has been well worthwhile and it should be very beneficial."



BECK



LARUE

## FIVE DECKERS

Charles LaRue, night chef and former beef boner, has an interesting side line.

Charles makes and decorates wedding cakes up to five deckers.

To prove how good he is at this you'll find a snap of him at the left as he decorates one of his specialities.

Sorry girls, Charles is already spoken for.

## WEDDING BELLS

On May 2nd, Ann Duncan of the Standards department became the bride of Frank Logan.

The wedding took place at Norwood United Church and was followed by a reception at the Marion Hotel in St. Boniface.

A wedding trip to Minneapolis and Hawk Lake followed.

The couple are residing in Winnipeg.



FRANK AND ANN LOGAN

## RIDPATH'S MEN TAKE TWO TOP PRIZES



In the Annual Bacon Judging Competition organized by the London (England) Provision Exchange this summer, there were 140 entries, including two Ridpath men.

The above photo shows Mr. S. B. Mallett of Ridpath Brothers Limited being awarded First Prize by the Chairman of the Exchange. The other Ridpath man, Mr. F. A. M. Beard, took second prize in the competitions.

We extend our heartiest congratulations to these two men for their wonderful achievement winning the two top prizes. It speaks volumes for the high standard of quality demanded by Messrs. Ridpath Brothers Limited, who for a period of many years have been the agents for BURNS products in England, Scotland and Northern Ireland.

### \$100.00 FOR A LABEL !!!

As a part of the promotion of the sale of BURNS Canned Meats earlier this year, a Gold Label was placed on a number of tins of BURNS Chuckwagon Dinner. These tins with Gold Labels were packed at random among the regular tins of Chuckwagon Dinner. Merchants across Canada were invited to keep a look-out for "Gold Labels" and turn them in to their Burns Salesman. For each Gold Label turned in the Company presented the Merchant with a

cheque for \$100.00.

The contest excited a good deal of interest and has helped with the sale of our product. As we go to press we have received two photos of Merchants who located a Gold Label tin of BURNS Chuckwagon Dinner in their shipments. The accompanying photos show them with their respective Salesman. Many employees will recognize their names and perhaps some will know them personally.



Salesman R. Langevin is handing a cheque for \$100.00 to Mr. Willie Cote, Chicoutimi, Quebec.



Mr. J. E. Parker, Treherne, Manitoba, received his cheque for \$100.00 from Salesman G. R. Hallatt.

# Sausage Seasoning To Taste

Fourth In a Series By Charles F. Mayer

As in our last article, we started to fill in the high notes of flavoring, through the use of herbs. This particular phase is augmented through the use of various types of seed. One that is used in the packing industry in various blends of seasoning is the CORIANDER SEED.

This seed dates back to the very early Testament. There is reference as far back as in the Bible. It has a flavor combination of lemon peel and sage, and is unique in that it gives a delicateness of flavor and yet has a very full carry through in any of the seasonings in which it is used. It is a member of the parsley family growing to approximately two feet in height on a bush. At first there are small pink flowers that later seed out into a very small type seed which is from  $\frac{1}{8}$  to  $\frac{3}{16}$  of an inch in diameter.

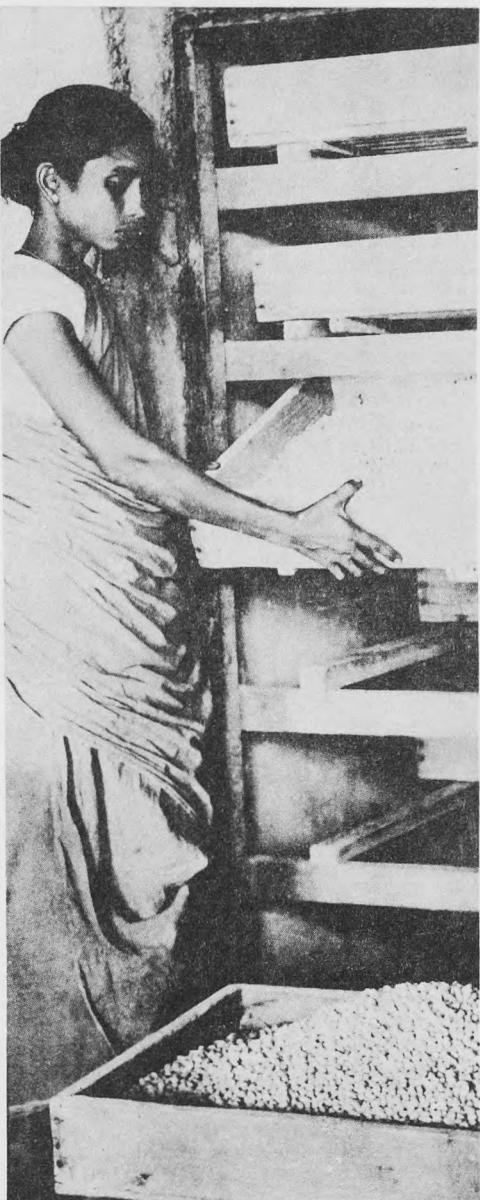
This particular seed is used in a seasoning primarily designed for frankfurters or hot dogs, bologna and sausage of this type. In home cooking it is contingent in many curry powder recipes, Hindu spice and in some instances used for pork sausage. A source of supply is Morocco and India. It is usually found used in conjunction with some of its fellow flavoring seeds such as CELERY.

CELERY SEED, one of the more delicate flavored seeds of the group, has two sources of supply, namely France and India, with the finer grade seed being grown in France proper. A supply of French so-called CELERY SEED comes from Tunisia.

It is a member of the parsley family and is approximately from  $\frac{3}{64}$  to  $\frac{1}{16}$  of an inch in length. It has a slightly bitter flavor but is used very successfully in the flavoring of meat loaves and pork sausage. It is in many instances the hidden seed in a good balanced spice blend. Its fellow member and one of the most important is CARDAMOM SEED which comes from India and Guatemala.

CARDAMOM is a small seed approximately  $\frac{1}{16}$  of an inch thick and very aromatic. It is a good spice blend for wieners or bologna. It has a hidden piquancy which adds to the zest and fullness of the other herbs or flavor contingents used. It makes it possible for many other members of the seed family to take their place in the blend without predominating to any appreciable extent such as MUSTARD SEED or DILL SEED.

## BLEACHING CARDAMOM



Seeds are placed in water and left in room with burning sulphur. Then they are removed into the sun. This process is repeated four—six times.

## SPORT HI-LITES

Boasting a large entry and an ideal day, male members of the Winnipeg plant took part in the 18th Annual Golf Tournament at Tuxedo on September 17th.

Top man was Mike Zyloway with a net score of 71. Jim King of Brandon Egg Grading Station, was low gross winner with an 81. Joe Wirvin, Harvey Bater, and Kippy McFadyen were other winners.

In the hook and slice department, prizes went to: Gerry Lussier; Ron Jeffery; George Kozak; Harry Harrison, and Sam Gerbasi.

A special trophy—the golfers "Grey Cup"—was presented to Chairman George Kozak, by the one and only Kippy McFadyen.

Starters and score keepers, Ron Richards and Al Wenzel, were praised for their efforts and added greatly to the success of the tournament.

\* \* \* \*

Congratulations to Jack McKenzie, margarine foreman, the latest winner of the Brannigan Trophy for his fishing prowess at Nutimuk Lake. He won it by reporting a catch of muskie—that if it was as large as Jack said it was, it must have been in the neighborhood of forty-two pounds, or is it tons? Anyway, it is quite a story.

The Brannigan Trophy is awarded for the best "true" story.



KOZAK

ZYLOWAY

Not everyone is aware that Art Meech of pork cutting had a fairly successful year as coach of the Fort Rouge Legion fastball team. Nor does everyone know that Art was at the helm when they won the Legion League title by trouncing No. 141 Legion four games to two in a best of seven series.

The big question is—how come Carters of the Mercantile League beat them out for the Manitoba title?

Norm Norrie, beef manager, a star of Meech's mound staff thought they would



Shown at the left and below are some of the Day League bowlers as they get away to the new 1955-56 season.

"Some of us might not win very much but we do have a lot of fun getting together each week during the season," adds the chorus.



have gone all the way for a Western Canada championship. "We've brought the 'big fellow' (Meech) the Legion title and, perhaps, if he'd only listen to us more, we would have won the Manitoba title."

All Bill Morris, produce department, would say when his team was beaten by Meech's team was, "It's been many a season since Art (Meech) has had a team that can win for him. Hope he makes it. Looks like the Bombers are out of the Grey Cup race so we might as well have something to celebrate." When we left Bill he was saying something about "next year" . . .

\* \* \* \*

Forty bowlers have launched a new season.

When the 1955-56 season got underway

last month, some forty men and women bowlers were aiming at the head pin at Campbell's Alleys.

The Burns Mixed Five-Pin Bowling League, consisting of eight teams opened up the season with a bang and a tremendous amount of enthusiasm.

Team captains will be Tom Stubbs, Ed Klatt, Bruno Meysing, John Michelfeit, Ernie Knecht, Len Haroldson, Harry Tesch, and Alex Dudeck.

The league executive which did such a good job last year is Ernie Knecht, president; Ed Klatt, vice-president; Ron Kimmel, treasurer, and Connie Cade, secretary.

If you like good wholesome companionship in a most popular sport, see any of the executives for all particulars on how you can participate in the league.

## Get Acquainted Series

### **DAVE TRUDEL SALESMAN AND SINGER**

Many in the plant, office and sales department will be familiar with orders that are designated to Sherbrooke, Quebec.

Back of these orders is one of our Eastern salesmen, Dave Trudel, who does such a good job on Route 65, just outside of Montreal.

Dave is an old timer with Burns & Co. Limited with twenty-seven years of service. He is well known to many of the Winnipeg staff, having formerly worked out of Winnipeg for the Company, covering a Southern Manitoba territory.

Dave is a singer of note and is frequently called upon at sales conventions to lead the song portion of the program. He is also a member of the Sherbrooke Choir.

Continued from page 3.

### **Safety**

Working safely means something to each employee. It will help the employee stay on the job, thus preventing loss of earnings and will protect his future and, if married, the future of his family.

So, when October rolls around, show that you care by preventing injury to yourself and to your fellow workers.

Flora: "What in the world are you putting on those bright green stockings for?"

Lilly: "Because I'm going out with a shy guy tonight that's the son of a traffic officer."



**TRUDEL**

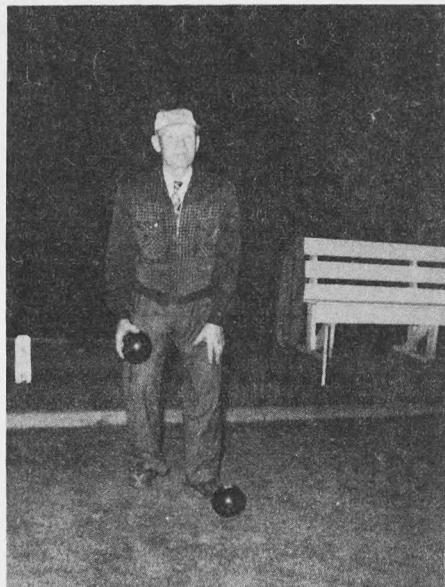
At the present time Dave is convalescing from a serious illness, so we would like to send our best wishes for a speedy recovery and we hope that he will be back with us soon.



## Likes To Keep Active

Albert Muter, a shipper for thirty-six years at our Edmonton plant, retired early in 1952 and is enjoying good health and pleasure in his retirement. He hasn't lost any of his vim and vitality that made him so popular around the plant.

Since leaving the plant, Albert made it a point to keep active. Being an ardent lawn bowler for many years, he is a member of the Alberta Avenue Lawn Bowling Club where he spends many of his summer evenings. "This game is similar to curling," remarks Albert, which is another favorite sport of his. At present his club is in the city competitions. "It's the fun you get out of this game that's that enjoyment," says Albert.



A swell pastime.

He is already looking forward to another season of curling in the Burns' league for a winter activity.

Gardening is another favorite with Albert, and, of course, his grandson Albert, who is always with his grandpa, gives him a helping hand. Apart from the success he has with vegetables and greens, his lawns and flower gardens are of the finest in the city. He also has several plum and apple trees in his yard.

Albert enjoys bike riding, and rides his bike daily to Cummings Welding Shop where he works. A bicycle ride with young Albert to visit the airport and city parks is a weekend event.



Grandson Albert enjoys his tricycle, also.

In the evenings, Albert, his good wife, and the budgie bird watch their favorite programs on their new T.V. Mrs. Muter says that Albert is his old self when she can keep him busy, and that's not too hard to do.

We are glad to see that Albert is enjoying his retirement. See you again soon, Albert.



Albert, his wife, and Budgie take in a T.V. show.

## Trends: FOOD BUYING APPEAL

Shopper interest in "multiple related food items" continues to gain momentum. This is a current trend in buying appeal.

Manufacturers and processors are combining advertising and promotion efforts in a common interest and service. They



are getting popular response to multiple related food items that contribute to meal planning.

Our Company took part in a joint promotion of Spork and Creamettes plus Salad Dressing during the summer months. The promotion was on a national scale. Frequent insertions in Star Weekly and Weekend Magazine illustrated and promoted both Spork and Creamettes.

Photograph at left shows one of our multiple related food item displays in a chain store in Winnipeg; one of many located in cities across Canada.

The theme being used is "Meat in a Salad". The salads are a combination of Creamettes Macaroni, Diced Spork and Salad Dressing. In the Winnipeg area, the tie-in on Salad Dressing is with Kraft Foods.

The national effort combines Spork and Creamettes, with the Salad Dressing item being varied from sales area to sales area dependent on the best support promoted with Salad Dressing manufacturers.

It was a real success. The bigger chain stores willingly supported the idea. As with all new and original promotional ideas, initiative and resourcefulness in doing the unusual is the keynote of success.

## *Editorial*

### NEVER FORGET THIS!

The other day someone showed us a little card which carried the following story.

"Jobs depend on sales. Sales depend on prices. Prices depend on costs. Costs depend on YOU."

Read it over a couple of times—and you'll see how important the above statement really is to all of us. For it points out the ever-significant fact that unless we can keep costs under control, we are all bound to suffer.

Look at it this way. If costs are high, then a company must put a high price tag on its product or service in order to make a profit.

But a high price tag discourages customers who go elsewhere to buy—where they can buy for less. And that means less business—which means fewer jobs.

So, prices, sales and jobs all depend upon the ability of each of us to watch costs—keep costs down.

The easiest way each of us can help in keeping costs down is to watch every type of waste—and also to make full use of working time. For the more we produce with the least amount of waste or delay, the lower costs will be. And that means better business—and more job protection.

#### **JOB**

depend on sales.

#### **SALES**

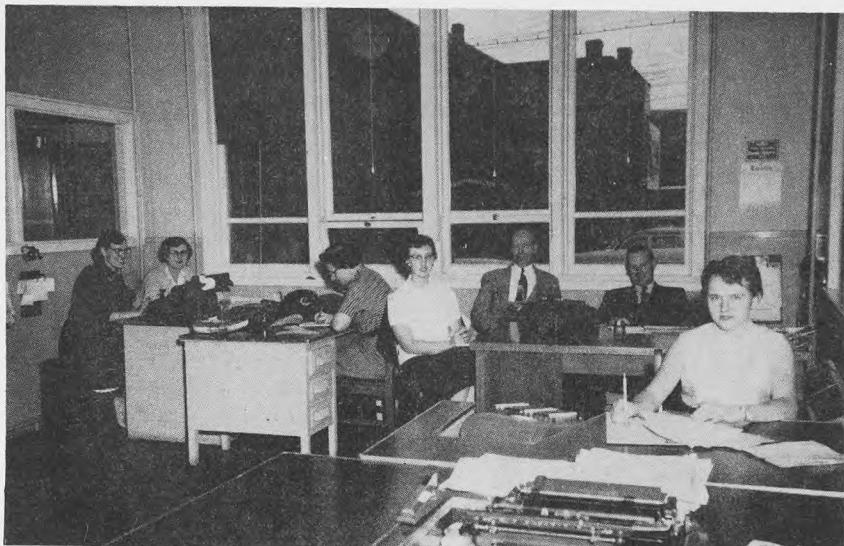
depend on prices.

#### **PRICES**

depend on costs.

#### **COSTS**

depend on YOU!



At the left is the Fort William office staff and branch management. They are, from left to right: Elaine Hutney, Emily Thompson, Giselle Schiele, Mary Ann Grace, Dug Campbell (Manager), Norm Lourie (Office Manager), and Gladys Giba.

Missing is Mrs. Ella Prouse who was on holidays at the time the picture was taken.

A new modern concrete and concrete block building has replaced the old three story branch house at Fort William.

The new branch house, Burns distribution centre for the Lakehead area, will enable the Company to give better service as the handling of product has been simplified. Branch cars now can be unloaded directly into the warehouse without rehandling and transporting by delivery trucks as previously. In addition, the operating section is all on one floor, compared to three floors in the old building. The branch house is now equipped with pallets and lift jacks which they did not have before.

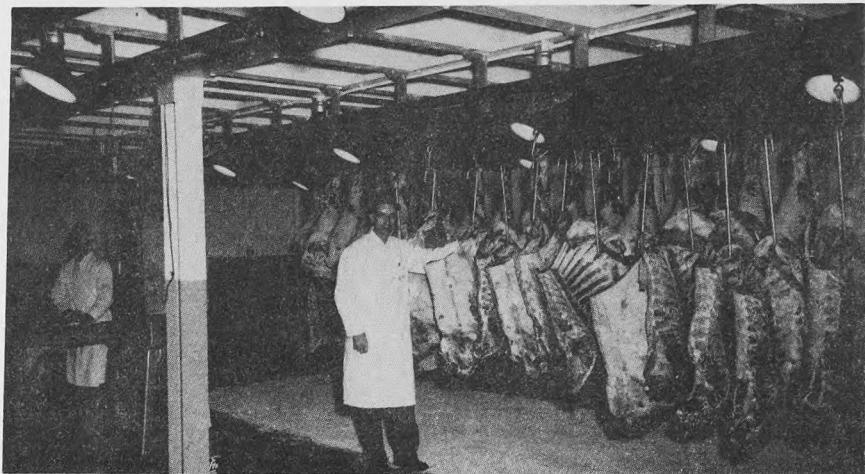
The new building contains the latest in lighting fixtures. LaFree switches for overhead rails were used throughout. This is an improved type of switch and, if satisfactory, will replace the conventional switches now being used by the Company. Provision has also been made for improved employee accommodation and there is a well equipped lunch room in the basement.

The original planning, contracting, and supervising of instructions was carried out by Frank M. Smith, Winnipeg mechanical superintendent. The final design was arranged for by Wally A. Smith of the Engineering department at Calgary.



This new concrete and concrete brick branch house at Fort William will be a vital distribution link to the Lakehead area.

Most of their volume will be shipped directly from the Winnipeg packinghouse plant to the branch house.



Pictured above is a portion of the Beef Cooler in the new Fort William Branch House. The Cooler is equipped with the latest in lighting fixtures and has a new type switch for the overhead rails.

At the left is Clifford Eyres, beef man, and Neil Woodford, foreman.

## PERSONALS . . .

Mr. and Mrs. Marcel Bilius, livestock yards, are the proud parents of a daughter born September 12th at the Misericordia Hospital.

\* \* \* \*

One of the proudest fathers at the plant is Jack Lazaruk, cellars, whose wife gave birth to a girl at Winnipeg General Hospital on May 23rd.

\* \* \* \*

A son was welcomed by Gerry McDougall of central shipping when his wife gave birth to a boy on June 28th at the St. Boniface Hospital.

\* \* \* \*

It was a boy for Mr. and Mrs. Walter Shklyon on August 23rd at the St. Boniface Hospital.

\* \* \* \*

Mr. and Mrs. K. Tartach, canning department, announce the arrival of a boy on June 8th at the Misericordia Hospital.

\* \* \* \*

A boy was welcomed by Mr. and Mrs. Ed Zbrog, cellars, on July 7th. The baby was born at Victoria Hospital.

\* \* \* \*

Mr. and Mrs. William Norman, beef cooling department, announced a girl was born on June 20th at the Winnipeg General Hospital.

\* \* \* \*

Cigars were being passed out on August 25th by Ben Gregory, standards department, when his wife gave birth to a boy at Grace Hospital.

Harry Tesch was also passing out the "stogies" on September 24th when his wife, Emily, gave birth to a boy at Grace Hospital.

\* \* \* \*

Martin Bartman also announce another addition to the family when his wife gave birth to a boy on September 18th at Victoria Hospital.

\* \* \* \*

About the proudest father is Ron Hutchison whose wife gave birth to twin girls at Winnipeg General Hospital on May 25th.

\* \* \* \*

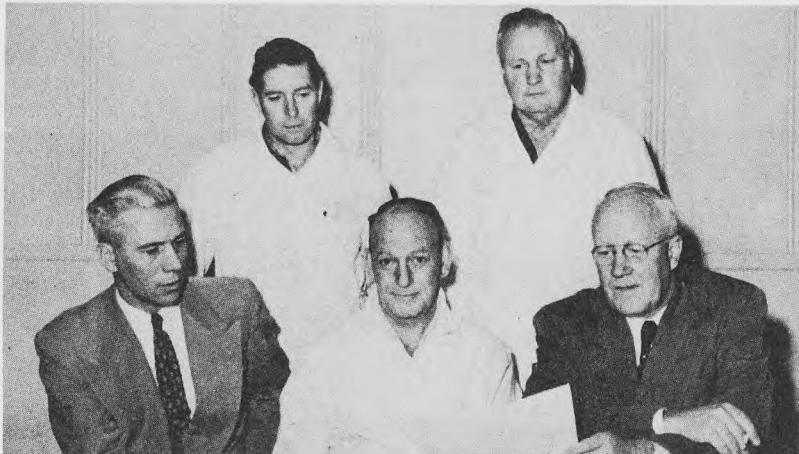
Barbara Irvin, daughter of A. A. Irvin, and former Burns League bowler, was married to Gordon Keeler of the Royal Bank, on August 20th at Harstone United Memorial Church. The wedding was followed by a reception held at the Business and Professional Women's Club on Evergreen Place.

After a trip to Detroit Lakes, Mr. and Mrs. Keeler will reside in Winnipeg.

## This Might Be Entitled the Case Of "I Didn't Know I Had To"

Anyway, Harry MacKay learned recently that, by law, he was required to have a driver's license for his motor bike, as, according to the Traffic Act, it is classed as a vehicle. All drivers of vehicles must have a driver's license.

Of course, Harry has been operating his motor bike for three years now and this came as quite a shock to him. It came as quite a shock, too, to others who figured that Harry should know better.



HANCOCK      WILFORD      DODDS      HARRIS      JOHNSTON

## Winnipeg Employees Back Community Chest Drive

Winnipeg employees, through their Community Chest Fund, have again donated \$4,000.00 to the 1955 Red Feather Drive.

This information was recently released by the employee's committee of Howard Dodds, Art Johnston, Joe Wilford, Herb Handcock, and Len Harris.

The Burns' Winnipeg Community Chest Fund was founded exactly fifteen years ago, on October 16th, 1940. Since then,

employees have made donations upwards of \$50,000.00 to various funds and appeals.

Chest Headquarters in Winnipeg has advised that the Burns' employees have one of the best employee group records in the City of Winnipeg of worthwhile giving, particularly on a per capita basis.

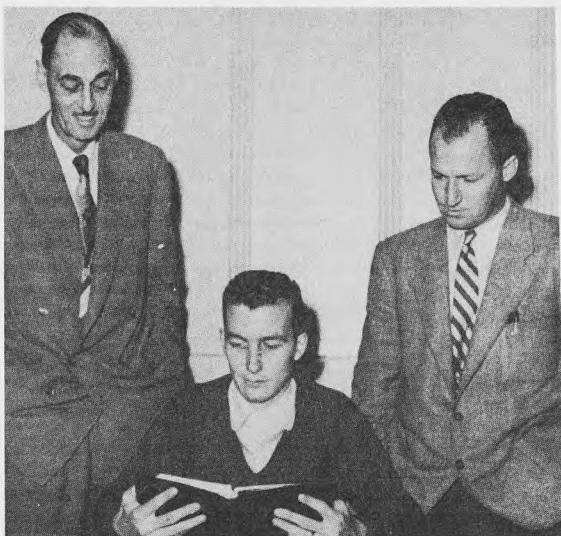
Members of the Fund and their committee representatives are to be congratulated for their outstanding community effort.

### A. M. I. AWARD

Word has been received from the University of Chicago that Glen McBride, Ed Kobold, and Harvey Bater—all of Western Sales, and Bob Cockle of Credit department, have successfully completed the American Meat Institute course in Beef Operations.

Shown at the left are: Ed Kobold, Bob Cockle, and Harvey Bater as they look over the other A.M.I. courses.

We would like to congratulate Messrs. Cockle, Bater, Kobold, and McBride on their fine work.



KOBOLD      COCKLE      BATER

## Our Cover Picture

This month we have added our tribute to Saskatchewan and Alberta. This year these two great Western provinces celebrate their 50th birthday.

Fifty years is not long in the life of a country but all of us can look with pride to what has been achieved.

We salute the citizens of Alberta and Saskatchewan in their Golden Jubilee Year!!

Motorist: "Some of you pedestrians walk about as if you owned the streets."

Pedestrian: "Yes, and some of you motorists drive around as though you owned your cars."

### FLASH!

The boss says maybe you folks would like to know that we think you folks make the BEST group of nutritious, healthful, tasty, easy-to-get meals in the country.

So, I guess I'd better tell you.

We have!

(Advertisement !!!)

### OCTOBER IS

### "NO-ACCIDENT" MONTH

PLAY IT SAFE !

DO A GOOD JOB—SAFELY

"I think you had better board, elsewhere," said the angry landlady.

"Yes," commented the boarder, "I often have had."

Gloria: "I wonder what men talk about when they're off by themselves."

Flora: "Probably the same things we do."

Gloria: "Oh—aren't they awful."

### HAVE YOU MADE A WILL?

You have probably read many articles urging that you make a will, and have probably agreed with all of them. But have you made one yet?

The fee for a lawyer's aid in drawing a will is usually quite modest. Home-made wills are often worse than none at all.

Why draw a will? Not for yourself, good reader, but for those you love. Properly executed, it can save them considerable time, money, and trouble in dealing with strange courts and government regulations.

Even a young attorney, starting his own practice, and delighted to be called on, can do a competent job. Is your phone close at hand? Why not call now?

Hotel Keeper: "Here are a few views of our hotel for you to take with you, sir."

Guest: "Thanks, but I have my own views of your hotel."

More cigarette lighters would work if they took their feet off the desk.

A backwoods fellow was asked why he refused to allow his daughter to go to college. "Wal," he replied, "I started getting mad when they told her to go to the Registrar's office to matriculate, but by cracky, I shore put my foot down when they said she had to use the same curriculum as the men."

If you believe that horseshoes are lucky, don't overlook the fact that the last horse in every race has four of them.

### B E G I N N I N G S !!

A SHIRT waving on a clothesline was the beginning of a great balloon, forerunner of the Zeppelin.

A SPIDER'S WEB strung across a garden path was the inspiration for the suspension bridge.

A TEAKETTLE singing on the stove suggested the steam engine.

A LANTERN swinging in a tower gave rise to the pendulum.

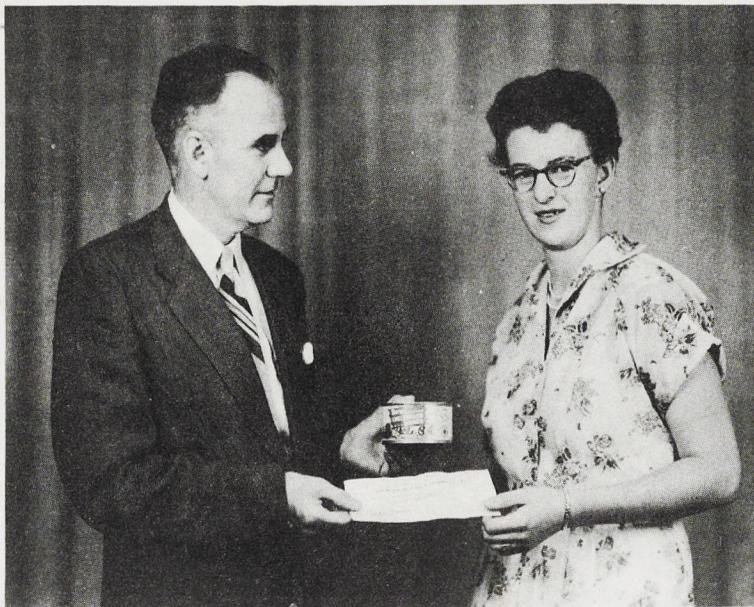
AN APPLE falling from a tree was the cause of discovering the law of gravity.

IF YOU THINK YOU CAN'T DO MUCH, AND THAT THE LITTLE YOU CAN DO IS OF NO VALUE, THINK ON THESE THINGS.

Next time we get even the "littlest" idea for an improvement, we'll turn it in to the SUGGESTION PLAN.

May be it will be a "BEGINNING,"—Who knows?

Leonora G. Karpynka,  
505 Parr St.,  
Winnipeg 4, Man.



MISS JEANINE LE BLANC,  
6 Union Street, Campbellton, New Brunswick,  
Winner of Burns "Bag O' Gold" Contest, being presented with the seven  
millionth tin of Chuckwagon Dinner and cheque for \$2,500.00 by Mr. G. Venner  
Stevens, Burns Representative . . . .  
On May 30th Miss Le Blanc estimated within 15 seconds the exact time the  
seven millionth tin of Chuckwagon Dinner was packed on July 14th.

#### TO ALL EMPLOYEES:

Through the fall season, September-October-November—Burns  
Canned Meats will be supported by the strongest all-embracing  
advertising promotion ever scheduled in support of any canned  
meats . . . .

Local and National Magazines . . . Newspapers . . . T.V. . . .

Radio . . . Farm Papers . . . Store Features . . .

You can help. Ask for BURNS products when shopping. Tell  
your friends about them.

BURNS & CO. LIMITED.